

Welcome to the VIC Sector Briefing

This is the inaugural edition of the VIC Sector Briefing, a new newsletter from the Vinyl Institute of Canada. We are launching on a quarterly basis to start, with an eye toward moving to monthly editions once the format has proven out. Each edition tracks the regulatory, market, and sustainability developments most relevant to our members, from federal plastics reporting requirements and provincial producer responsibility programs to PVC pricing trends and construction demand. Every article includes a "Vinyl relevance" note explaining why it matters to your business, along with sourcing if you want to dig deeper.

We built this briefing to save you time by pulling the developments that matter most into a single read. We would love your feedback, reply anytime with topics you would like to see covered or questions about anything below.

EXECUTIVE SUMMARY

Ontario's Blue Box program was formally wound up and the province completed its shift to full producer responsibility. Vinyl product producers with obligated packaging on the Ontario market will now work directly with Circular Materials. Circular Materials is the Producer Responsibility Organization (PRO) running the new system. On the federal side, Environment and Climate Change Canada (ECCC) further eased the compliance timeline for the Federal Plastics Registry. The next reporting cycle has been pushed back to 2027 data, a deferral of two years that was welcomed across the plastics value chain. PVC resin prices gained a modest 8¢/lb through the spring and have held roughly steady since. Canadian housing starts extended their year-over-year decline in June, reinforcing a softer construction outlook for late 2026. On the innovation front, federal research funding from the National Research Council (NRC) continues to advance PVC recycling technology in Ontario and British Columbia, including a Vinyl Institute of Canada project backed by VIC members Formosa Plastics and Vision Extrusions.

-13%
CANADA HOUSING STARTS
YoY JUN 2026 (CMHC)

+8¢/lb
PVC PRICE GAIN
MAR-APR 2026

2028
NEXT FPR REPORTING
CYCLE (DELAYED FROM 2026)

1 Regulatory & Policy

HIGH IMPACT | CANADIAN

Federal Plastics Registry: Phase 2 & 3 Reporting Pushed Back to 2027 Data Cycle

Following continued industry advocacy after the Phase 2/3 postponement, ECCC has advised stakeholders that the next Federal Plastics Registry reporting cycle is now expected to begin with 2027 calendar year data, reported by September 2028. That is a deferral of two years from the original September 29, 2026 deadline for 2025 data. ECCC has indicated the reporting requirements and format will also be revised to address concerns that the original framework was overly complex. A Notice of Intent for the 2027–2029 cycle was published in the Canada Gazette, Part I on March 14, 2026; an amended Section 46 notice is still expected in the Gazette before the summer is out. Phase 1 obligations are unaffected: resin producers, packaging, and other categories within scope must continue reporting 2024–2026 data on the existing schedule.

► **Vinyl relevance:** Meaningful near-term relief for members whose products would have entered scope under Phase 2, including categories adjacent to construction. Resin producers should note Phase 1 obligations continue unchanged. All members should watch for the amended notice and its simplified format, expected before the end of summer.

Source: CRVA / RV PRO, (2026), Updates to Reporting for Canadian Federal Plastic Registry - Norton Rose Fulbright, (2026), Federal Plastics Registry: Key updates for 2026 - Canada.ca, Federal Plastics Registry

WATCH ITEM | CANADIAN

Single-Use Plastics Export Amendment Still Awaiting Final Registration

The 70-day comment period on proposed amendments to repeal the Single-Use Plastics Prohibition Regulations' export ban closed February 28, 2026. More than five months later, the amendment still has not been finalized and registered in the Canada Gazette, Part II. That means the export prohibition that came into force December 20, 2025 technically remains in effect until the amendment is formally made.

► **Vinyl relevance:** Members with any export exposure in the six regulated SUP categories should confirm current compliance status directly with ECCC rather than assume the repeal is already in force. The Canadian Environmental Protection Act Environmental Protection Registry keeps a live entry for this specific proposed amendment, which will update automatically once it clears Canada Gazette, Part II. That entry also lists the direct contact for the file, the Plastics Regulatory Affairs Division at PlasticsUU-SUPlastics@ec.gc.ca, for company-specific compliance questions. Facilities can also route questions through ECCC's general Public Inquiries Centre at enviroinfo@ec.gc.ca, or check the department's [Technical Guidelines for the Single-Use Plastics Prohibition Regulations](#) for a refresher on how the export prohibition applies to their specific product categories. Given how long the file has been sitting since the comment period closed, a final decision could land at any point this fall, and members should be ready to act quickly once it does.

Source: ECCC, Share your thoughts: Proposed Amendments to the Single-use Plastics Prohibition Regulations [canada.ca]

2 Sustainability & Environment

CANADIAN

Ontario Blue Box Transition Complete: Stewardship Ontario Formally Wound Up

Stewardship Ontario, the organization that administered Ontario's legacy Blue Box Program for over 20 years, was placed under court supervision and ordered into liquidation on July 17, 2026, after completing the operational transition of the program to a full producer responsibility model. The liquidation is not a response to insolvency or business failure. It is the final administrative step in a wind-up plan the province set in motion back in 2019. The legacy shared-cost program ceased operating December 31, 2025, and all municipalities and First Nations communities have been under the new EPR framework since January 1, 2026.

► **Vinyl relevance:** This marks the definitive end of Ontario's shared-cost Blue Box model. Members placing PVC packaging or packaging-like products on the Ontario market are now fully responsible for funding and operating collection under the producer-run system. The organization now administering these obligations is [Circular Materials](#), the producer responsibility organization Ontario producers register and report through. Vinyl product producers who have not yet confirmed their status can use Circular Materials' "[Am I obligated?](#)" tool to check and register, or reach the organization directly at info@circularmaterials.ca (1-877-667-2626). Ontario's regulator, the Resource Productivity and Recovery Authority (RPRA), remains the body producers are ultimately accountable to under the Blue Box Regulation, so it is worth confirming registration status with Circular Materials sooner rather than later.

Source: Insolvency Insider, (2026), Stewardship Ontario placed into Court-supervised liquidation after blue box transition RPRA, Ontario completes transition to producer-run Blue Box program - Circular Materials, Ontario Producer Program

3 Global Market & Industry Perspectives

PRICING | NORTH AMERICA

PVC Prices Gain 8¢/lb Through Spring, Hold Steady Into Summer

North American PVC prices rose a combined 8¢/lb across March and April 2026 on supply discipline and pre-buying, with domestic supplier inventories dropping by more than 300 million lbs in April alone as buyers moved ahead of anticipated increases. Demand heading into the peak construction season was described as lackluster, and Chinese oversupply flooding the global market capped further gains in May. Pricing has stayed broadly stable through the summer, with industry consultants seeing room for increases only if demand surges or suppliers coordinate a push later in the year.

► **Vinyl relevance:** Input costs remain historically favourable for Canadian compounders, but the window to lock in advantageous pricing may narrow if suppliers push through further increases in the second half of 2026. Compounders planning fall and winter purchasing may want to secure volumes now while pricing remains stable, rather than wait to see whether a fourth-quarter increase materializes.

Source: Plastics Technology, (2026), July 2026: Flat-to-Down Price Trajectory for Volume Resins? [ptonline.com]

CONSTRUCTION DEMAND | CANADIAN

Housing Starts Trend Softens Further: June Pace Down 6% From May

Canada's seasonally adjusted annual rate of housing starts fell to 238,971 units in June, down 6% from May's 253,083; the six-month trend declined 2.8% to 248,123 units, the lowest in several months. Actual monthly starts in centres of 10,000 or more people were down 13% year-over-year (20,265 versus 23,292 in June 2025), and the year-to-date total sits 1% below the same period in 2025. Canada Mortgage and Housing Corporation (CMHC) Deputy Chief Economist Kevin Hughes said the slowdown reflects rising uncertainty, higher development costs, weaker demand, and more unsold homes, and expects this to hold back new construction over the short to medium term. Regionally, Toronto actual starts rose 25% and Montreal 10% year-over-year, while Vancouver fell 35%.

► **Vinyl relevance:** After a stronger first quarter, the trend has turned clearly negative, a signal worth tracking closely for 2027 PVC pipe and profile volume planning. CMHC releases July housing starts data on August 18, 2026, which will show whether June's softening carried into midsummer.

Source: CMHC, (2026), Housing starts and construction data for June 2026 - BNN Bloomberg, (2026), CMHC reports annual rate of housing starts in June down 6% from May

4 Technology & Innovation

R&D FUNDING | CANADIAN

Federally Backed PVC Recycling R&D Advances in Ontario and B.C.

The National Research Council of Canada (NRC) is currently funding two active PVC recycling projects through its Industrial Research Assistance Program (IRAP). A \$417,534 project running through October 2026 is piloting a program to recycle postconsumer PVC window profiles. These window profiles are typically landfilled, and recycling them would cut the embodied carbon associated with PVC windows that have reached the end of their service life. The project is VIC's own initiative, delivered through Project Win-Finity, VIC's national postconsumer vinyl window recycling program. Two VIC members are founding partners: Formosa Plastics Corp. U.S.A. is backing the project as a step toward circularity in the vinyl value chain, and Vision Extrusions Group is contributing collection and processing expertise and hosted the program's launch event at its Woodbridge, Ontario facility. A separate \$72,000 project (that is not directly associated with the VIC) in Surrey, B.C. is improving the impact strength and abrasion resistance of recycled rigid PVC recovered from construction and demolition waste so it can meet the specifications required for flooring grade material.

► **Vinyl relevance:** Direct federal research funding is targeting exactly the postconsumer streams (windows and construction and demolition flooring waste) that members have flagged as priority recycling gaps, and the project shows VIC members putting their own capital behind the work.

Source: National Research Council Canada, Grants and Contributions records [open.canada.ca] - Recycling Today, (2026), Vinyl Institute of Canada launches vinyl window recycling program

5 Events & Key Dates

PLAN AHEAD

Upcoming: August to October 2026

August 18, 2026

CMHC Releases July 2026 Housing Starts Data. First indicator of whether June's softening trend continued into the summer.

September 1, 2026

SPE Webinar: Evaluating PVC Dry Blends with Torque Rheometry. 10:00–11:00 AM ET. Covers mixer setup through curve interpretation; relevant for compounding members.

September 17, 2026

VIABILITY Recycling Grant Submission Deadline (Vinyl Institute U.S.). Open to Canadian applicants supporting PVC recycling infrastructure and R&D.

Ongoing (Watch)

Federal Plastics Registry: Amended Section 46 Notice. ECCC has indicated it will publish the revised, simplified notice for the 2027–2029 cycle in the Canada Gazette before the end of summer; as of this edition it had not yet appeared. Monitor for publication.

October 13–15, 2026

Vinyltec 2026: "Vinyl: A Recipe for Success." Atlanta, GA. SPE Vinyl Division's flagship annual conference on PVC formulation, processing, and applications; relevant for members active in resin and compound technical work.